

TIME PERIOD:

6/1989

	FM 85'S	FM 100'S	PV 85'S	PV 100'S	25'S PV 85'S	25'S PV 100'S
MFG. LIST PRICE (PER 1000)	\$43.65	\$45.15	\$31.75	\$33.00	\$34.42	\$35.62
LESS TERM DISC. 3.25%	\$1.42	\$1.47	\$1.03	\$1.07	\$1.12	\$1.16
LESS IDP 0.00%						
COST TO DISTRIBUTOR	\$42.23	\$43.68	\$30.72	\$31.93	\$33.30	\$34.46
ADD AVG. S.E.T. \$10.54	\$52.77	\$54.22	\$41.26	\$42.47	\$43.84	\$45.00
DIST. MARK-UP 5.00%	\$2.64	\$2.71	\$2.06	\$2.12	\$2.19	\$2.25
COST TO RETAILER	\$55.41	\$56.93	\$43.32	\$44.59	\$46.03	\$47.25
RETAIL MARK-UP	\$67.32	\$69.17	\$52.64	\$54.18	\$55.93	\$57.41
ADD SALES TAX 5.19%	\$3.49	\$3.59	\$2.73	\$2.81	\$2.90	\$2.98
COST PER 1000	\$70.82	\$72.76	\$55.37	\$56.99	\$58.83	\$60.39
COST PER PACK 50.00%	\$1.51	\$1.55	\$1.18	\$1.22	\$1.25	\$1.29
COST PER CARTON 50.00%	\$13.22	\$13.59	\$10.34	\$10.64	\$10.98	\$11.27
PROJECTED CATEGORY SHARE	53.85%	33.18%	4.97%	7.00%	0.29%	0.71%

INPUT VARIABLES:

DISCOUNT 6/89 12/88 6/88 12/87
 IDP 3.25%
 AVG S.E.T. \$0.2108
 DIST M.U. 0.00%
 5.00%

CRT. M.U. 13.00%
 PK M.U. 30.00%
 CARTON% 50.00%
 PACK% 50.00%

SALES TAX 5.19%
 ENTER MFG. LIST PRICE ABOVE

TERM DISCOUNT

SALES EXCISE TAX (WEIGHTED)
 DISTRIBUTOR MARK-UP

RETAIL CARTON MARK-UP
 RETAIL PACK MARK-UP

% OF CARTON VOLUME
 % OF PACK VOLUME

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